

NATIONAL CENTER FOR EDUCATION STATISTICS (NCES)

Attachment VIII  
Student Focus Group/  
Audience Assessment Materials

2019-20 National Postsecondary Student Aid Study  
(NPSAS:20) Pretesting

*OMB# 1850-0803 v. 243*

*December 2018*

This attachment provides the materials to be shown to participants in Section II - IV of the student focus groups to assess recruitment materials.

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# Materials Displayed in Section II (see Attachment VII)

## Postcard Design 1



National Center for Education Statistics  
U.S. Department of Education (ATTN: Data Capture)  
5285 Capital Boulevard  
Raleigh, NC 27616-2925  
RTI Project: 0214099.120.002.424

ADDRESS SERVICE REQUESTED

Thomas Anderson  
123 Fourth Avenue  
Springfield, AK 98765

**WE NEED ABOUT 1,234 MORE  
PARTICIPANTS TO REACH OUR GOAL.  
WILL YOU BE ONE OF THEM?**

You can help contribute to important research.



OPEN  
HERE

## WHY ARE THE 125,000 STUDENTS SAMPLED FOR NPSAS SO IMPORTANT?

You represent thousands of other college students from across the country who were not selected.

Your participation matters.

**Complete the NPSAS survey and receive \$30 as our thank you.  
It only takes 10 minutes.**

[www.ed.gov](http://www.ed.gov)



[nces.ed.gov](http://nces.ed.gov)



NPSAS helps policymakers, researchers, and educators understand the issues that impact the lives of students who started education beyond high school. Call or log on now to take part.

**Study ID: 12345678**

**Password: a1b2c3d4e5**



**Complete online: <https://surveys.nces.ed.gov/npsas/>**

**Complete by phone: 1-877-677-2766**

The 2019-20 National Postsecondary Student Aid Study (NPSAS) is a survey of individuals who were enrolled in postsecondary education during the 2019-20 academic year. RTI International is administering this study for the National Center for Education Statistics (NCES) in the U.S. Department of Education's Institute of Education Sciences. RTI International is a registered trademark and trade name of Research Triangle Institute.

Control Number: 1234-5678

Learn more about our confidentiality procedures at  
<https://surveys.nces.ed.gov/confidentiality.aspx>

## Postcard Design 2



National Center for Education Statistics  
U.S. Department of Education (ATTN: Data Capture)  
5265 Capital Boulevard  
Raleigh, NC 27616-2925  
RTI Project: 0214099.120.002.424

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123 Fourth Avenue  
Springfield, AK 98765

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Find out how.

OPEN

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### Postcard Design 3



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U.S. Department of Education (ATTN: Data Capture)  
5285 Capital Boulevard  
Raleigh, NC 27616-2925  
RTI Project: 0214099.120.002.424

ADDRESS SERVICE REQUESTED

Thomas Anderson  
123 Fourth Avenue  
Springfield, AK 98765

A large graphic of a crowd of diverse people in various poses and outfits, arranged to form a large, irregular shape. A dashed white line outlines a portion of this crowd, creating a space for text. At the bottom center of this dashed area is a green circular button with the text "OPEN HERE".

**We need about 1,234  
more participants to  
reach our goal.**

Will you be one of them?

**You can help contribute to  
important research.**

OPEN  
HERE



## Why are the 125,000 students sampled for NPSAS so important?

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Control Number: 1234-5678

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## Postcard Design 4



National Center for Education Statistics  
U.S. Department of Education (ATTN: Data Capture)  
5265 Capital Boulevard  
Raleigh, NC 27616-2925  
RTI Project: 0214099.120.002.424

ADDRESS SERVICE REQUESTED

Thomas Anderson  
123 Fourth Avenue  
Springfield, AK 98765

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We need about 1,234 more participants to reach our goal.

**Will you be one of them?**

OPEN

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**Study ID:** 12345678

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Control Number: 1234-5678

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We need about \_\_\_\_\_ to reach our goal.  
**Will you be one of them?**

# Materials Displayed in Section III (see Attachment VII)

## Lead Letter 1



### U.S. DEPARTMENT OF EDUCATION INSTITUTE OF EDUCATION SCIENCES

NATIONAL CENTER FOR EDUCATION STATISTICS

July 12, 2018

JOHN D DOE  
123 MAIN STREET  
APT 1  
ANYWHERE, NC 12345

Study ID: 12345678

Dear John Doe:

Data collection for the Baccalaureate and Beyond Longitudinal Study (B&B), conducted by the National Center for Education Statistics (NCES), within the U.S. Department of Education, is now underway. B&B is interested in understanding how earning a bachelor's degree in **Business and Marketing** impacted your choices about additional education and employment paths since graduating from college during the 2007–08 school year.

**We have included \$2 in gratitude for your continued participation in B&B. After you complete the survey, you will receive \$30 as a token of our appreciation, payable by PayPal or check.** The survey will take approximately 35 minutes to complete, and can even be completed on your mobile device. Having your résumé or curriculum vitae handy will help you complete the survey.

To complete the survey, log on to our secure website at <https://surveys.nces.ed.gov/bb/> using the Study ID and password below:

**Study ID = 12345678**  
**Password = vh4Mlsm** (*password is case sensitive*)

Or use the camera on your phone to scan the QR code below to take you to the website:



If you have questions or problems completing your survey online, or prefer to complete the survey over the telephone, call the B&B Help Desk at 877-262-4440.

The enclosed brochure answers many common questions about the study and contains additional information on laws and procedures that protect the confidentiality of your responses. You can also learn more about B&B on our study website, <https://surveys.nces.ed.gov/bb/>.

Thank you in advance for making B&B a success.

Sincerely,

Handwritten signature of Ted Socha in blue ink.

Ted Socha  
Project Officer, B&B:08/18  
National Center for Education Statistics  
[ted.socha@ed.gov](mailto:ted.socha@ed.gov) | 202-245-7071

Handwritten signature of Melissa Cominole in blue ink.

Melissa Cominole, Ph.D.  
Project Director, B&B:08/18  
RTI International  
[mcominole@rti.org](mailto:mcominole@rti.org) | 800-723-8942

FS300/956262/1001

WASHINGTON, D.C. 20006-

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The 2008/18 Baccalaureate and Beyond Longitudinal Study (B&B:08/18) is conducted by the National Center for Education Statistics (NCES). Under contract with NCES, RTI International, a U.S.-based nonprofit research organization, administers B&B:08/18 on behalf of NCES. NCES is authorized to conduct B&B:08/18 by the Education Sciences Reform Act of 2002 (ESRA 2002, 20 U.S.C. §9543) and to collect students' education records from education agencies or institutions for the purposes of evaluating federally supported education programs under the Family Educational Rights and Privacy Act (FERPA, 34 CFR §§ 99.31(a)(3) and 99.35). All of the information you provide may be used only for statistical purposes and may not be disclosed, or used, in identifiable form for any other purpose except as required by law (20 U.S.C. §9573 and 6 U.S.C. §151).

According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this voluntary information collection is 1850-0729. The time required to complete this information collection is estimated to average approximately 35 minutes per response, including the time to review instructions, gather the data needed, and complete and review the information collection. If you have any comments concerning the accuracy of the time estimate, suggestions for improving this survey, or any comments or concerns regarding the status of your individual submission of this survey, please write directly to: The 2008/18 Baccalaureate and Beyond Longitudinal Study (B&B:08/18), National Center for Education Statistics, Potomac Center Plaza, 550 12<sup>th</sup> St., SW, Room 4018, Washington, DC 20202.

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## Lead Letter 2



U.S. DEPARTMENT OF EDUCATION  
INSTITUTE OF EDUCATION SCIENCES

NATIONAL CENTER FOR EDUCATION STATISTICS

July 12, 2018

JOHN D DOE  
123 MAIN STREET  
APT 1  
ANYWHERE, NC 12345

Study ID: 12345678

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Here are some key pieces of information to help you get started:

- We have included \$2 in gratitude for your continued participation in B&B.
- The survey will take approximately 35 minutes to complete and can even be completed on your mobile device. Having your résumé or curriculum vitae handy will help you complete the survey.
- To complete the survey:
  - Go to our secure website at <https://surveys.nces.ed.gov/bb/>
  - Or, use the camera on your phone to scan the QR code below:



- Log in using the Study ID and password below:  
Study ID = 12345678  
Password = vh4Mlsm (*password is case sensitive*)
- After you complete the survey, you will receive \$30 as a token of our appreciation, payable by PayPal or check.

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Thank you in advance for making B&B a success.

Sincerely,

Ted Socha  
Project Officer, B&B:08/18  
National Center for Education Statistics  
[ted.socha@ed.gov](mailto:ted.socha@ed.gov) | 202-245-7071

Melissa Cominole, Ph.D.  
Project Director, B&B:08/18  
RTI International  
[mcominole@rti.org](mailto:mcominole@rti.org) | 800-723-8942

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## Lead Letter 3



U.S. DEPARTMENT OF EDUCATION  
INSTITUTE OF EDUCATION SCIENCES

NATIONAL CENTER FOR EDUCATION STATISTICS

July 12, 2018

JOHN D DOE  
123 MAIN STREET  
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ANYWHERE, NC 12345

Study ID: 12345678

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- Log in using the Study ID and password below:  
**Study ID** = 12345678  
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Thank you in advance for making B&B a success.

Sincerely,

Ted Socha  
Project Officer, B&B:08/18  
National Center for Education Statistics  
[ted.socha@ed.gov](mailto:ted.socha@ed.gov) | 202-245-7071

Melissa Cominole, Ph.D.  
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RTI International  
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# NPSAS in the News

## U.S. News & World Report

“...about 30 percent of all community college students received enough federal grants to wipe out their tuition and fee bills in 2012... When you throw in state grants, too, the percentage of community college students who are paying no tuition or fees rises to 38 percent.”

-The Hechinger Report, [How Many Already Attend Community College for Free?](#) February 17, 2015.

## New York Times

“Data from the Education Department show that nearly 88 percent of full-time low-income students at private for-profit colleges received a Pell Grant, compared with 61 percent of similar students at community colleges and 76 percent at public four-year colleges.”

-Judith Scott-Clayton, [The Merits of For-Profit Colleges](#), February 25, 2011.

## MarketWatch.com

“Data provided from NPSAS shows that even when given a 20% margin of error on estimating the amount of debt, 30% of students know, 47% underestimate and 23% over estimate.”

-Trey Williams, [How Much Do I Owe? Only 30% of College Freshmen Know Their Debt Amount](#), December 10, 2014.

## NPR

“Roughly 7 out of 10 students borrow money to pay for college, and for many, the process might as well be a mystery wrapped in a riddle.”

-Claudio Sanchez, [Negotiating The College Funding Labyrinth](#), April 25, 2012.

## The Pew Research Center

“Undergraduate college student borrowing has risen dramatically in recent years. Graduates who received a bachelor’s degree in 2008, borrowed 50% more (in inflation-adjusted dollars) than their counterparts who graduated in 1996, while graduates who earned an associate’s degree or undergraduate certificate in 2008 borrowed more than twice what their counterparts in 1996 had borrowed.”

-Rebecca Hinze-Pifer and Richard Fry, [The Rise of College student Borrowing](#), November 23, 2010

The 2016 National Postsecondary Student Aid Study (NPSAS) is a survey of individuals who were enrolled in postsecondary education during the 2015-16 academic year. RTI International is administering this study for the National Center for Education Statistics (NCES) in the U.S. Department of Education’s Institute of Education Sciences. RTI International is a registered trademark and a trade name of Research Triangle Institute.

## Materials Displayed in Section IV (see Attachment VII)

### E-mail Subject Lines

1. The National Postsecondary Student Aid Study (NPSAS)
2. The NPSAS Survey Needs Your Participation
3. NPSAS Data Collection Continues...
4. Don't Delay! Participate in NPSAS Today!
5. NPSAS Needs You
6. Only You Can Make NPSAS A Success
7. <YOUR NAME>, Participate in an Important U.S. Department of Education Study
8. We Have <X>% of the Participants We Need to Make NPSAS a Success – Will You Help?
9. New Year's Resolution: Participate in NPSAS
10. <YOUR NAME >, Can You Spare <time> Minutes for this Important Research?
11. There's Not Much Time Left to Participate in NPSAS
12. Participating in NPSAS is Easy and You'll Receive \$30!